### **BUYBACK OF ITS OWN SHARES**

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LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 4 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 225,000 SHARES AT AN AVERAGE PRICE OF 430.81 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 2,911,668 TREASURY SHARES IN TREASURY AND HAS 627,909,563 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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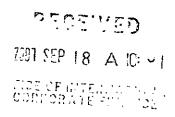
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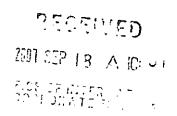




LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 3 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 429.87 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 2,686,668 TREASURY SHARES IN TREASURY AND HAS 628,104,034 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

### **BUYBACK OF ITS OWN SHARES**



LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 5 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 426.75 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 3,141,668 TREASURY SHARES IN TREASURY AND HAS 627,688,063 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

#### **DIRECTORS' SHARE INTERESTS**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THE FOLLOWING CHANGES TO THE INTERESTS OF DIRECTORS AND OTHER PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY ("PDMRs") IN FULLY PAID ORDINARY SHARES OF 281/3P EACH IN THE COMPANY ("SHARES") HELD UNDER THE COMPANY'S SHARE INVESTMENT PLAN:

DIRECTORS	NO. OF SHARES PURCHASED (NOTE 1)	NO. OF BONUS SHARES AWARDED (NOTE 2)	CURRENT INTERESTS UNDER THE PLAN NO. OF SHARES
CHRISTOPHER BELL	18	10	1,914
JOHN O'REILLY	18	10	1,914
PDMRs			- "
MIKE O'KANE	18	10	1,914
MICHAEL NOBLE	18	10	1,914
RICHARD AMES	18	10	170

#### NOTES:

- 1. SHARES PURCHASED PURSUANT TO THE PLAN ON 5 SEPTEMBER 2007 AT 424.00P PER SHARE.
- 2. SHARES PURCHASED MATCHED PURSUANT TO THE PLAN BY THE ALLOTMENT ON THE SAME DATE AS IN NOTE 1. OF ONE BONUS SHARE FOR EVERY TWO SHARES PURCHASED.

NOTH TO A TION OF MAJOR INTERESTS IN STARE

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Identity of the issuer or the underlying issuer of existing shares to which voting rights are	Ladbrokes plc 3		
attached:	SECTION TO		
2. Reason for the notification (please tick the approp	riate box or boxes)		
An acquisition or disposal of voting rights		х	
An acquisition or disposal of financial instruments which m of shares already issued to which voting rights are attached	•	<u>-</u> -	
An event changing the breakdown of voting rights			
Other (please specify): Disclosure & Transparency Rules -	- Transitional Provisions.		
3. Full name of person(s) subject to the notification obligation:	AXA S.A, 25 Avenue Matignon, 75008 Paris and its group of companies		
4. Full name of shareholder(s) (if different from 3.):			
5. Date of the transaction (and date on which the threshold is crossed or reached if different):	04/09/2007		
6. Date on which issuer notified:	05/09/2007		
7. Threshold(s) that is/are crossed or reached:	6%		
8. Notified details:			

Class/type of shares if possible using	Situation to the Trig transaction	previous Igering					
the ISIN CODE	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
B0ZSH63	23,830,084	23,830,084	11,647,708	11,647,708	31,251,292	1.85	4.98

- 1	nstrument	date	Period/ Date	rights that may be acquired if the instrument is exercised/ converted.	rights

Total (A+B)		
Number of voting rights	% of voting rights	
42,899,000	6.83%	

# 9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

Name of the Company / Fund	Number of Shares	% of issued share capital
AXA Sun Life plc	498,359	0.07937
(fmly Axa Equity & Law Life Assurance Soci	ety plc)	
AXA General Insurance Ltd	20,984	0.00334
Direct		
Sun Life Unit Assurance Ltd A/c X	35,294	0.00562
Direct		
Sun Life Unit Assurance Ltd A/c X	531,176	0.08459
Direct		
Sun Life Unit Assurance Ltd A/c X	1,245,882	0.19842
Direct		
PPP Healthcare Group plc	41,350	0.00659
Direct		
Sun Life Pensions Management Ltd A/c X	705,882	0.11242
Direct		
Sun Life Assurance Society Plc	263,200	0.04192
Direct		
AXA Insurance UK	131,070	0.02087
Direct		
AXA Financial, Inc	111,393	0.01774
Indirect		
Sun Life International (IOM) Ltd	296,470	0.04722
Direct		
AXA France	20,602	0.00328
Indirect		

AXA Financial, Inc *	31,084,087	4.95041
Indirect		
Sun Life Pensions Management Ltd	118,631	0.01889
Direct		
Sun Life Pensions Management Ltd	24,398	0.00389
_		
Direct Sun Life Unit Assurance Ltd	150,000	0.02389
LTAV UK Equity	100,000	0.02000
Direct		
Sun Life Unit Assurance Ltd	300,629	0.04788
ABL High Alpha		
Direct		
Sun Life Unit Assurance Ltd	113,252	0.01804
FTSE All Share Tracker		
Direct		
Sun Life Pensions Management	544,247	0.08668
LTAV UK Equity		
Direct	4.505.000	0.04040
Sun Life Pensions Management ABL High Alpha	1,507,969	0.24016
Direct	ECA 057	0.00006
Sun Life Pensions Management FTSE All Share Tracker	564,257	0.08986
Direct AXA Winterthur	2,549,517	0.40603
7000 Williams	2,043,011	0.40000
Direct		
ASL With Profit Transition Fund	1,068,341	0.17014
Direct		
SLAS With Profit Transition	936,800	0.14919
Direct		
Total Direct	11,647,708	1.85500
Total Indirect	31,251,292	4.97704
TOTAL	42,899,000	6.83203

Proxy Voting:	
10. Name of the proxy holder:	N/A
11. Number of voting rights proxy holder will cease to hold:	N/A
12. Date on which proxy holder will cease to hold voting rights:	N/A

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#### **BUYBACK OF ITS OWN SHARES**

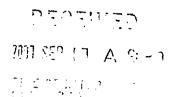
LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 6 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 423.99 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 3,371,668 TREASURY SHARES IN TREASURY AND HAS 627,468,473 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

### **BUYBACK OF ITS OWN SHARES**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 7 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 422.65 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 3,601,668 TREASURY SHARES IN TREASURY AND HAS 627,262,254 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).



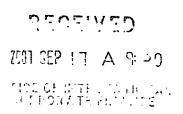
#### **VOTING RIGHTS AND SHARE CAPITAL**

LADBROKES PLC ('THE COMPANY') CONFIRMS THAT AS AT 31 AUGUST 2007, ITS ISSUED SHARE CAPITAL, INCLUDING TREASURY SHARES, CONSISTS OF 630,790,702 ORDINARY SHARES OF 28 1/3P ('SHARES'). 2,456,668 SHARES ARE HELD IN TREASURY, THE VOTING RIGHTS OF WHICH ARE AUTOMATICALLY SUSPENDED.

ACCORDINGLY, THE TOTAL NUMBER OF VOTING RIGHTS IN THE COMPANY IS 628,334,034. THIS FIGURE MAY BE USED BY SHAREHOLDERS AS THE DENOMINATOR FOR THE CALCULATIONS BY WHICH THEY WILL DETERMINE IF THEY ARE REQUIRED TO NOTIFY THEIR INTEREST IN, OR A CHANGE IN THEIR INTEREST IN, THE COMPANY UNDER THE FSA'S DISCLOSURE AND TRANSPARENCY RULES.

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### **BUYBACK OF ITS OWN SHARES**



LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 29 AUGUST 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 235,000 SHARES AT AN AVERAGE PRICE OF 418.43 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 2,456,668 TREASURY SHARES IN TREASURY AND HAS 628,329,403 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

END